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TRANSMISSION OK

TX/RX NO 0388  
RECIPIENT ADDRESS 15712737343  
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TIME USE 05'51  
PAGES SENT 29  
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## FAX COVER SHEET

**PLEASE CONFIRM RECEIPT OF THIS FACSIMILE**

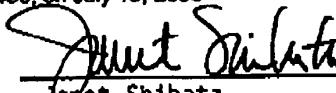


Attention:	MAIL STOP AMENDMENT Group Art Unit: 2611 Examiner: Scott Beliveau	Fax: (571) 273-7343
UNITED STATES PATENT AND TRADEMARK OFFICE		Phone: (571) 272-7343
Pages:	Cover + 3 + 2 + 16 + 1 = 23	Date: July 19, 2006
From:	Georgann S. Grunebach Assistant General Counsel	Fax: (310) 964-0941 Phone: (310) 964-4615

The information contained in this facsimile is confidential and may also contain privileged attorney-client information or work product. The information is intended only for the use of the individual or entity to which it is addressed. If you are not the intended recipient, or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any use, dissemination, distribution or copying of this communication is strictly prohibited. If you have received the facsimile in error, please immediately notify us by telephone, and return the original message to us at the address below via the U.S. Postal Service. Thank you.

### CERTIFICATION OF FACSIMILE TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that this correspondence identified below is being facsimile transmitted to (571) 273-7343 (Examiner Beliveau personal facsimile number), addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on July 19, 2006

  
\_\_\_\_\_  
Janet Shibata  
Telephone No. (310) 964-4615 (Printed Name of Person Signing Certificate)

July 19, 2006  
(Date of Signature)

Attention: Commissioner for Patents Attorney Docket No. PD-990193  
PAGE 5/30 \* RCVD AT 11/8/2006 6:37:19 PM [Eastern Standard Time] \* SVR:USPTO-EFXRF-3/19 \* DNIS:2738300 \* CSID:3109640941 \* DURATION (mm:ss):07:42

NOV 08 2006

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A handwritten signature of Janet Shibata in black ink.

July 19, 2006  
(Date of Signature)

Telephone No. (310) 964-4615 (Printed Name of Person Signing Certificate)

**Attention: Commissioner for Patents**

**Attorney Docket No. PD-990193**

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03-22-2000

- AMENDMENT TRANSMITTAL (3 pages)
- INTERVIEW SUMMARY (2 pages)
- RESPONSE TO OFFICE ACTION DATED MARCH 25, 2004 (16 pages)
- RETURN POSTCARD ACKNOWLEDGED BY PTO (1 page)

If you do not receive all pages, or pages are not clear, please call Karen Lum at (310) 964-0735.

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007/030

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PATENT  
20009/PD-990193

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): ) Title: "Method and Apparatus for  
Finseth et al. ) Transmission, Receipt and Display of  
Serial No: 09/532,755 ) Advertisements"  
Filed: March 22, 2000 )  
 ) Group Art Unit: 2611  
 ) Examiner: Jason J. Chung

## AMENDMENT TRANSMITTAL

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Transmitted herewith is a response to the Office action pending in the above application.

**CERTIFICATE OF MAILING (37 CFR 1.8)**

I hereby certify that this paper and the documents referred to as enclosed therewith are being deposited with the United States Postal Service as first class mail, postage prepaid, on June 25, 2004 in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Mark G. Hanley  
Mark G. Hanley

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## 1. Small Entity Status

NOV 08 2006

Verified statement(s) claiming small entity status is(are) attached.

Small entity status has been established and is still effective.

Has not been established.

## 2. Fee for Claims

The fee for additional claims [(37 CFR 1.16(b)-(d)] has been calculated as shown below:

				SMALL ENTITY		OTHER THAN A SMALL ENTITY	
	Claims Remaining After Amendment	Highest No. Previously Paid For	Present Extra	Rate	Additional Fee	Rate	Additional Fee
<b>TOTAL</b>	<b>38</b>	<b>MINUS</b>	<b>52</b>	<b>= 0</b>	<b>X 9=</b>	<b>\$</b>	<b>X18=</b>
<b>INDEP.</b>	<b>5</b>	<b>MINUS</b>	<b>5</b>	<b>= 0</b>	<b>X43=</b>	<b>\$</b>	<b>X86=</b>
First Presentation of Multiple Dependent Claim				<b>+145=</b>	<b>\$</b>	<b>+290=</b>	<b>\$</b>
<b>TOTAL ADDITIONAL FEE</b>					<b>\$</b>	<b>OR</b>	<b>\$0.00</b>

## 3. Method of Payment of Fees

Attached is a check in the amount of: \$

Charge Deposit Account No. 50-2455 in the amount of: \$

## 4. Deposit Account and Refund Authorization

The Commissioner is hereby authorized to charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 1.17 to Deposit Account No. 50-2455. A copy of this Transmittal is enclosed.

Please refund any overpayment to Grossman & Flight, LLC at the address below.

Respectfully submitted,

**GROSSMAN & FLIGHT, LLC**  
20 North Wacker Drive  
Suite 4220  
Chicago, Illinois 60606  
(312) 580-1020

By:

  
\_\_\_\_\_  
Mark G. Hanley  
Registration No.: 44,736

June 25, 2004

Serial No. 09/532,755  
Attorney Docket No. PD-990193

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Finseth et al. ) I hereby certify that this paper (and/or  
U.S. Serial No. : 09/532,755 ) fee) is being deposited with the United  
Filed : March 22, 2000 ) States Postal Service as first class mail  
Title : Method and Apparatus for ) in an envelope addressed to:  
Transmission, Receipt and ) Mail Stop Amendment, Commissioner  
Display of Advertisements ) for Patents, P.O. Box 1450,  
 ) Alexandria, VA 22313-1450 on this  
 ) date:  
 )  
 ) Dated: June 25, 2004 )  
Art Unit : 2611 )  
Examiner : Jason J. Chung )  
 ) *Mark M. Dailey*

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## INTERVIEW SUMMARY UNDER 37 C.F.R. § 1.133

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

On June 22, 2003, the undersigned held a scheduled telephone conference call with Examiners Jason Chung and Vivek Srivastava. Frankie Ho (Reg. No. 48,479) was also in attendance for the telephone conference call.

As an initial matter, the undersigned and Frankie Ho would like to thank Examiners Chung and Srivastava for their time and effort in preparation for and during the telephone conference call.

During the telephone conference call, the parties discussed amending the claims to obtain allowance of the above-referenced patent application. While no agreement was reached regarding particular claim language, the Knee et al. (U.S. Publication No. 2002/0095676 A1) reference was discussed. In particular, the undersigned submitted that in contrast to the system and methods disclosed in the instant application, Knee et al. teach a system that selectively displays advertisements to users based on comparisons between target

**Attorney Docket No. PD-990193**

demographic profiles assigned to broadcast advertisements and the demographic profiles of users. The undersigned further submitted that the system and methods disclosed in the instant application selectively display advertisements to users based on comparisons between the attributes (e.g., content) of advertisements and the attributes of programs viewed by the users, thereby eliminating the need to obtain demographic information related to the users.

Respectfully submitted,

GROSSMAN & FLIGHT, LLC  
20 N. Wacker Dr.  
Suite 4200  
Chicago, IL 60606

Dated: June 25, 2009

By:

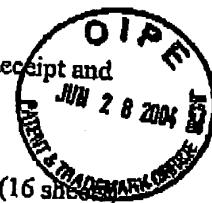
Mark G. Hanley  
Mark G. Hanley  
Reg. No. 44,736  
Attorney for Applicants

Docket No. 20009/PD-990193 06/25/04 MGH  
The Patent Office is hereby requested to acknowledge receipt of  
the following papers by stamping and returning this postcard.

U.S. Serial No. 09/532,755  
Inventors: Finseth et al.

For: "Method and Apparatus for Transmission, Receipt and  
Display of Advertisements"

Amendment Transmittal (3 sheets)  
Response to Office Action Dated March 25, 2004 (16 sheets)  
Interview Summary (2 sheets)  
w/Certificate of mailing by first class mail dated 06/25/04.





## UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/532,755	03/22/2000	Craig A. Finseth	PD-990193	8261

20991 7590 10/11/2006

THE DIRECTV GROUP INC  
PATENT DOCKET ADMINISTRATION RE/R11/A109  
P O BOX 956  
EL SEGUNDO, CA 90245-0956

EXAMINER

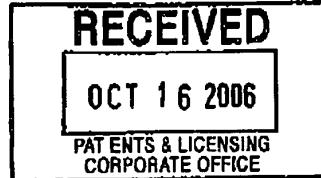
BELIVEAU, SCOTT S

ART UNIT

PAPER NUMBER

2623

DATE MAILED: 10/11/2006



Please find below and/or attached an Office communication concerning this application or proceeding.

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030/030

NOV 08 2006

<b>Notice of Abandonment</b>	Application No.	Applicant(s)
	09/532,755	FINSETH ET AL.
	Examiner	Art Unit
	Scott Beliveau	2623

- The MAILING DATE of this communication appears on the cover sheet with the correspondence address-

This application is abandoned in view of:

1.  Applicant's failure to timely file a proper reply to the Office letter mailed on 25 March 2004.
  - (a)  A reply was received on \_\_\_\_\_ (with a Certificate of Mailing or Transmission dated \_\_\_\_\_), which is after the expiration of the period for reply (including a total extension of time of \_\_\_\_\_ month(s)) which expired on \_\_\_\_\_.
  - (b)  A proposed reply was received on \_\_\_\_\_, but it does not constitute a proper reply under 37 CFR 1.113 (a) to the final rejection. (A proper reply under 37 CFR 1.113 to a final rejection consists only of: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114).
  - (c)  A reply was received on \_\_\_\_\_ but it does not constitute a proper reply, or a bona fide attempt at a proper reply, to the non-final rejection. See 37 CFR 1.85(a) and 1.111. (See explanation in box 7 below).
  - (d)  No reply has been received.
2.  Applicant's failure to timely pay the required issue fee and publication fee, if applicable, within the statutory period of three months from the mailing date of the Notice of Allowance (PTO-85).
  - (a)  The issue fee and publication fee, if applicable, was received on \_\_\_\_\_ (with a Certificate of Mailing or Transmission dated \_\_\_\_\_), which is after the expiration of the statutory period for payment of the issue fee (and publication fee) set in the Notice of Allowance (PTO-85).
  - (b)  The submitted fee of \$\_\_\_\_\_ is insufficient. A balance of \$\_\_\_\_\_ is due.  
The issue fee required by 37 CFR 1.18 is \$\_\_\_\_\_. The publication fee, if required by 37 CFR 1.18(d), is \$\_\_\_\_\_.
  - (c)  The issue fee and publication fee, if applicable, has not been received.
3.  Applicant's failure to timely file corrected drawings as required by, and within the three-month period set in, the Notice of Allowability (PTO-37).
  - (a)  Proposed corrected drawings were received on \_\_\_\_\_ (with a Certificate of Mailing or Transmission dated \_\_\_\_\_), which is after the expiration of the period for reply.
  - (b)  No corrected drawings have been received.
4.  The letter of express abandonment which is signed by the attorney or agent of record, the assignee of the entire interest, or all of the applicants.
5.  The letter of express abandonment which is signed by an attorney or agent (acting in a representative capacity under 37 CFR 1.34(a)) upon the filing of a continuing application.
6.  The decision by the Board of Patent Appeals and Interference rendered on \_\_\_\_\_ and because the period for seeking court review of the decision has expired and there are no allowed claims.
7.  The reason(s) below:

Per office records - no official response has been received to date. Pursuant to a conversation with G.Gruebach on 19 July 2006, it was indicated that an official response had been sent and that applicants had in their possession a return receipt postcard. While an unofficial copy of the response was provided to the examiner, no official response was submitted as required.

  
 Scott Beliveau  
 Primary Examiner  
 Art Unit: 2623

Petitions to revive under 37 CFR 1.137(a) or (b), or requests to withdraw the holding of abandonment under 37 CFR 1.181, should be promptly filed to minimize any negative effects on patent term.